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The Activity Of The Customer Relations Of PT Sari Coffee Indonesia In Building Product Brand Awareness Through Starbucks Coffee Coffee Talk Melawai, Jakarta

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### ***ABSTRACT***

The company essentially needs a process in building Brand Awareness of product who wish to be marketed. However, the majority of companies have a myriad of products that they want to market. Thus leading to unconsciousness or unknowing consumers against products which are marketed because it is too large number of products. Then it takes a program that is able to cope with these problems so consumers can better know about the products marketed by the company.

Due to the large number of products owned by Starbucks, Starbucks Coffee Customer Relations program planning with program Coffee Talk. Where the program was allocated to the consumer, so the consumer can know the products that customers rarely know.

Research conducted This is to know the activity of the Customer Relations of PT Sari Coffee Indonesia in building Product Brand Awareness Through Coffee Talk.

This research used the qualitative method with type a descriptive research conducted by interview an process in depth to the speaker.

The results of this research activity deal with Customer Relations conducted in building awareness of products against customer Starbucks Coffee Melawai, Jakarta.

This research concluded that the activity of the Customer Relations through the program's Coffee Talk can build Brand Awareness against Starbucks Coffee products that customers rarely know. And of the Coffee Talk also management of Starbucks Coffee Melawai can know what are the needs and wants of its customers.



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Produk Brand Awareness Melalui Program Coffee Talk Starbucks Coffee  
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### ***ABSTRAKSI***

Perusahaan pada dasarnya membutuhkan proses dalam membangun Brand Awareness terhadap produk yang ingin dipasarkan. Namun, mayoritas perusahaan memiliki banyak sekali produk yang ingin mereka pasarkan. Sehingga menimbulkan ketidaksadaran atau ketidaktahuan konsumen terhadap produk yang dipasarkan karena terlalu banyaknya produk. Maka dibutuhkan program yang mampu menanggulangi permasalahan tersebut agar konsumen dapat lebih mengetahui perihal produk – produk yang dipasarkan oleh perusahaan.

Dikarenakan banyaknya produk yang dimiliki Starbucks, akhirnya Starbucks Coffee membuat perencanaan program Customer Relations yaitu dengan program Coffee Talk. Dimana program tersebut diperuntukan kepada konsumen, agar konsumen dapat mengenal produk yang jarang pelanggan ketahui.

Penelitian yang dilakukan ini ialah untuk mengetahui Aktivitas Customer Relations PT. Sari Coffee Indonesia Dalam Membangun Produk Brand Awareness Melalui Program Coffee Talk.

Penelitian ini menggunakan metode kualitatif dengan tipe penelitian deskriptif yang dilakukan dengan cara melakukan proses wawancara secara mendalam kepada narasumber.

Hasil penelitian ini membahas mengenai aktivitas Customer Relations yang dilakukan dalam membangun kesadaran produk terhadap pelanggan Starbucks Coffee Melawai Jakarta.

Penelitian ini menyimpulkan bahwa Aktivitas Customer Relations melalui program Coffee Talk dapat membangun Brand Awareness terhadap produk – produk Starbucks Coffee yang jarang pelanggan ketahui. Dan dari Program Coffee Talk juga manajemen dari Starbucks Coffee Melawai dapat mengetahui apa saja kebutuhan dan keinginan dari para pelanggannya.